

**Abstract**

A method of efficient ordering of goods comprising the following steps:

(a) a client interacts with an electronic shopping system to indicate his willingness to place an order, whereby said interaction optionally involves the addition of further background information to the system and/or the addition of order specific information to the system;

(b) the electronic shopping system produces a suggestion of the shopping list for said client based on

- (1) information concerning goods which are available for ordering, their prices and optionally further information relating to said goods; and
- (2) information concerning the historic purchasing behaviour of said client; and optionally
- (3) background information of said client; and optionally (4) environmental information; and

(c) said client reviews said suggestion of the shopping list and optionally amends said list followed by placing the order.